

**CLAIMS**

What is claimed is:

5 1. A method for providing financial services data in a communications network comprising:

10 providing a content management application that defines a hierarchy of nodes including topic nodes arranged by topic, and enables a plurality of different content providers to publish financial services related content by uploading content to specified ones of the nodes via the communications network; and

15 providing a content display application for displaying the uploaded content on a computerized workstation in the communications network via an on-screen display.

20 2. The method of claim 1, wherein the on-screen display comprises a composite display having respective regions that are reserved for displaying uploaded content from respective ones of the content providers.

25 3. The method of claim 1, wherein the content management application enables users to be entitled to access content associated with specific ones of the nodes.

4. The method of claim 1, wherein the topic nodes are children nodes of a home page node.

5. The method of claim 1, wherein the content management application enables an administrator to set entitlements for the nodes such that only specified content providers are permitted to upload their content thereto.

30 6. The method of claim 1, wherein the content management application enables users of specified platforms to be entitled to access content associated with specific ones of the nodes.

7. The method of claim 1, wherein the content management application enables assignment of the nodes to a status of staging, live and archived.

8. The method of claim 7, wherein a new node is initially assigned the staging status prior to being placed into production;  
a node is assigned the live status when placed into production; and  
a node is assigned the archived status when removed from production.

9. The method of claim 1, wherein the content management application enables the tagging of content by the associated content provider to denote a required entitlement level thereof.

10. The method of claim 1, wherein the hierarchy of nodes includes a home page node.

11. The method of claim 1, wherein the hierarchy of nodes includes a report display node that enables control of report classifications for classifying the content that is displayed, and where the report classifications are displayed on-screen.

12. The method of claim 1, wherein the hierarchy of nodes includes a report display node that enables control of the content display individually or via a link.

13. The method of claim 1, wherein the hierarchy of nodes includes file nodes to which the content may be uploaded.

14. The method of claim 1, wherein the hierarchy of nodes includes function nodes comprising financial-services related topics.

15. The method of claim 14, wherein the function nodes comprise pre-established templates for use by the content display application; and  
display locations of the templates may be managed via the content management application.

16. The method of claim 1, wherein the hierarchy of nodes includes related link nodes for providing at least one of internal and external links for the associated content.

17. The method of claim 1, wherein the content display application controls access to the topic nodes based on entitlements thereto.

18. The method of claim 1, wherein the hierarchy of nodes includes area nodes for content related to at least one of equities and fixed income financial instruments.

19. The method of claim 1, wherein the topics hierarchy of nodes includes custom page function nodes for enabling the content providers to create respective customized content pages for display.

20. The method of claim 1, wherein the hierarchy of nodes includes a report upload node for defining report classifications to which the content may be uploaded by the content providers.

21. The method of claim 20, wherein the content providers are enabled to upload reports to multiple report classifications.

22. The method of claim 1, wherein the hierarchy of nodes includes a content edit screen which enables the respective content providers to select files that are uploaded to a spotlight page to feature specific content.

23. The method of claim 1, wherein the hierarchy of nodes includes a report management function that allows an administrator to modify meta data associated with uploaded content.

24. The method of claim 1, wherein the content management application enables tagging of the uploaded content by the different content providers to indicate a required user entitlement level thereof for viewing the uploaded content on the workstation via the on-screen display.

25. The method of claim 1, wherein the content management application enables uploading of content by the content providers via respective computerized workstations in the communications network.

5 26. The method of claim 1, wherein the uploaded content comprises at least statistics, reports and ratings for a financial instrument.

27. The method of claim 1, further comprising providing a search capability via the on-screen display to enable a user to enter a search term, and to perform a search to obtain  
10 content in response thereto and specific thereto.

28. The method of claim 27, wherein the search term designates a financial instrument.

15 29. The method of claim 27, wherein the content obtained via the search is filtered according to an entitlement level of a user of the workstation.

30. The method of claim 1, wherein the content management application enables the content providers to specify links to uploaded content via the on-screen display.

20 31. A system for providing financial services data in a communications network in an organization, comprising:

a content management application that defines a hierarchy of nodes including topic nodes arranged by topic, and enables publishing of financial services related content by a  
25 plurality of different content providers associated with the organization by uploading content to specified ones of the nodes via the communications network; and

a content display application for displaying the uploaded content on a computerized workstation in the communications network via an on-screen display.

30 32. A computer program product for providing financial services data in a communications network in an organization, comprising:

a computer usable medium having computer readable program code means embodied therein for providing a content management application for displaying financial-services related content in the communications network via an on-screen display;

5 the computer readable program code means comprising means for executing instructions at a computerized workstation that defines a hierarchy of nodes, including at least topic nodes arranged by topic, and enables publishing of financial services related content by a plurality of different content providers associated with the organization by uploading content to specified ones of the nodes via the communications network;

10 wherein the uploaded content is adapted for display via a content display application on the on-screen display.

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